



Hermann Simon

# Hidden Champions of the Twenty-First Century

The Success Strategies of Unknown World Market Leaders

- Best practices of the world's most successful "hidden" companies—with lessons that can be applied in any type of organization, large or small
- Showcases unusual companies—from Tetra aquarium supplies to Petzl headlamps—that provide an alternative to the well-known multinationals that are struggling in the current financial crisis
- Considers the impact of globalization and information/communication technologies on the prospects of smaller companies
- In 2005, Simon was voted Germany's second most influential management thinker, behind the legendary Peter Drucker; he consults and speaks to business audiences around the world
- Publicity campaign for best-selling German and Korean editions has generated media co

2009, XVI, 402 p. 91 illus.

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Chapter 5: Customers, Products, Services . . . . .	129	Close Customer Relations . . . . .	
. . . . .	130	Customer Requirements. . . . .	
. . . . .	134	Dependence on the Customer and Risk Aspects . . . . .	135
Achieving Closeness to Customer . . . . .	139	Product and Service Spectrum . . . . .	144
. . . . .	156	Summary. . . . .	
. . . . .	159	Chapter 6: Innovation . . . . .	
159 What Does Innovation Mean?. . . . .	159	High Level of Innovativeness . . . . .	163
. . . . .	172	Driving Forces of Innovation . . . . .	
. . . . .		The Origin of Innovations. . . . .	
. . . . .			

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